

THE FUTURE. REDEFINED.

APEC CEO Summit 2011
The Asia-Pacific's Premier Business Event

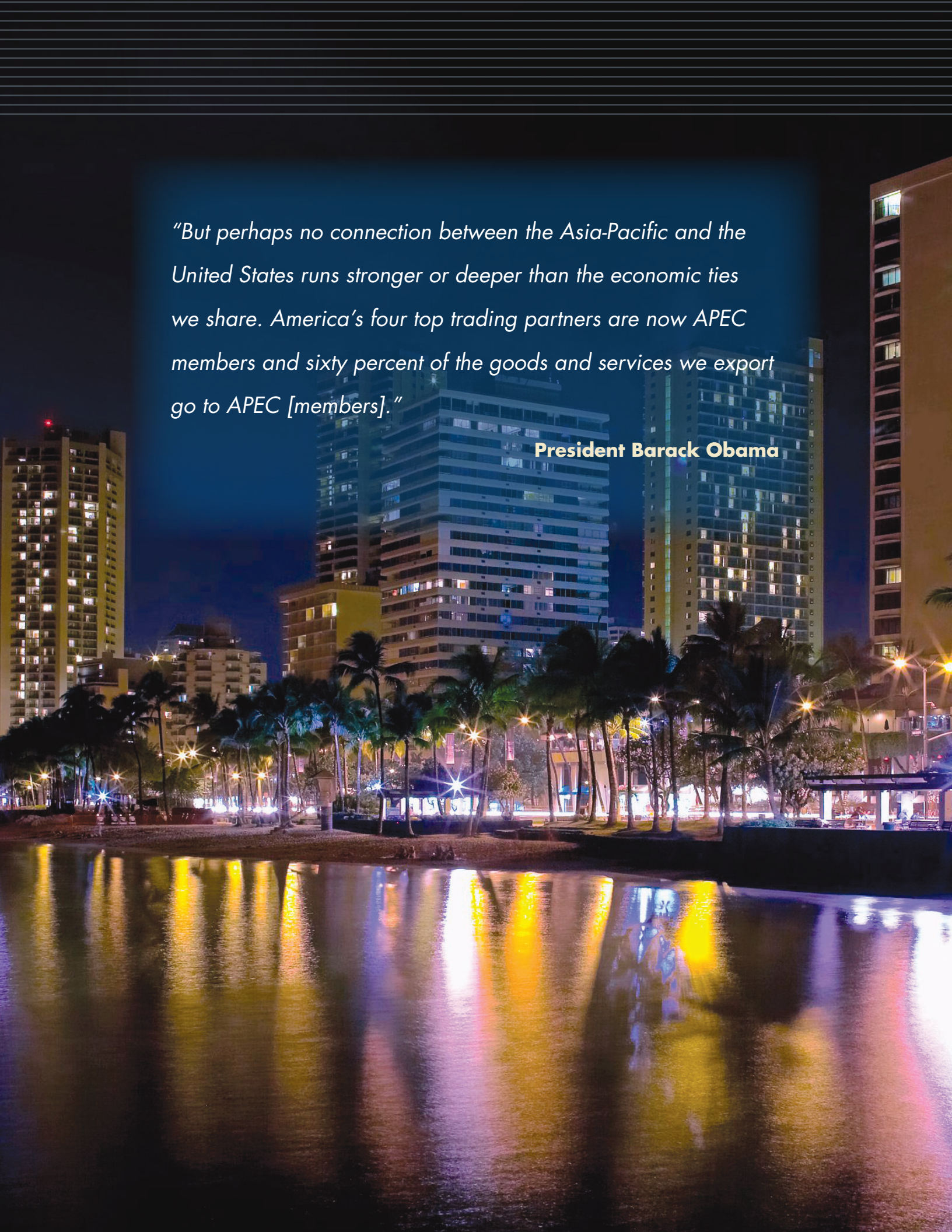
Helping to define the future of private sector
engagement in the Asia-Pacific

November 10 – 12, 2011 • Sheraton Waikiki, Honolulu, Hawaii



APEC 2011 USA CEO SUMMIT

apec2011ceosummit.com

A nighttime photograph of a city skyline. Several tall skyscrapers are illuminated, with their lights reflecting in a body of water in the foreground. Palm trees are visible in the middle ground, and the overall scene is lit with warm yellow and white lights from the buildings and streetlights.

"But perhaps no connection between the Asia-Pacific and the United States runs stronger or deeper than the economic ties we share. America's four top trading partners are now APEC members and sixty percent of the goods and services we export go to APEC [members]."

President Barack Obama

The 21 economies of APEC are the engine of growth in the global economy. Those business leaders who understand and navigate the markets of the Asia-Pacific have unprecedented opportunities. The APEC CEO Summit 2011 is the premier event for CEOs from the 21 member economies from around the Pacific Rim to come together and engage with major governmental leaders and one another. The APEC CEO Summit 2011 is the only forum of its kind that provides a business voice on regulation and trade, and enables participants to gain deep insights about important trends and issues across the region.



A Letter from Host Committee Chair Craig Mundie and Vice-Chair Michael L. Ducker



Dear Colleagues,

It is our privilege and pleasure to invite you to the APEC 2011 CEO Summit that will be held from November 10-12 in Honolulu, Hawaii at the Sheraton Waikiki.



This year the Summit's theme is "The Future. Redefined." It is based on the belief that the

future is not simply something that happens to us, but that it is something we actively create through policy choices and business decisions. The 2011 CEO Summit will usher in a new era of cooperation between the public and private sectors that will help forge a more connected, innovative and dynamic Asia-Pacific region.

As part of our look forward, this CEO Summit will differ from past years. We are creating an event that features greater opportunities for dialogue and direct, focused, high-level interaction between business, government and thought-leaders from around the region. This year we are looking forward to welcoming top APEC leaders from the public and private sectors to discuss the key commercial and trade issues of our generation in a creative format that will inspire conversation and encourage open debate. In short, in Hawaii you will participate in a Summit where the environment and the interaction will be as dynamic and fluid as the region it represents. Together we can help shape the future of the region.

Thank you, and we look forward to seeing you in Hawaii in November.

Craig Mundie
Chief Research and Strategy Officer
Microsoft Corporation
Chairman
APEC 2011 USA Host Committee

Michael L. Ducker
Chief Operating Officer & President, International
FedEx Express
Vice-Chairman
APEC 2011 USA Host Committee



APEC LEADERS

We anticipate the participation of the following APEC Leaders:

- President Barack Obama of the United States
- President Dmitry Medvedev of Russia
- President Hu Jintao of China
- President Susilo Bambang Yudhoyono of Indonesia
- Prime Minister Julia Gillard of Australia
- Prime Minister Lee Hsien Loong of Singapore
- President Felipe Calderón of Mexico
- and many others

DISCUSSION LEADERS INCLUDE

Tian Wei
Anchor and Host, CCTV

David Pilling
Asia Editor, Financial Times

Michael Oreskes
Senior Managing Editor,
The Associated Press

Andrew Serwer
Managing Editor, Fortune
Magazine

Richard Stengel
Managing Editor, Time Magazine

Almar Latour
Editor-in-Chief, Asia,
The Wall Street Journal

Patricia Janiot
Senior Anchor, CNN en Español

Nina Easton
Washington Bureau Chief,
Fortune Magazine

and many others

CONFIRMED SPEAKERS INCLUDE

Douglas Oberhelman
Chairman & CEO, Caterpillar Inc.

John Lechleiter, Ph.D.
Chairman, President and CEO,
Eli Lilly and Company

William Weldon
CEO, Johnson & Johnson

Shai Agassi
CEO, Better Place

Ning Gaoning
Chairman, COFCO

Luis Alberto Moreno
President, Inter-American
Development Bank

Dennis Nally
Chairman, PwC International Ltd.

Chandran Nair
Founder & CEO, Global Institute
for Tomorrow

Fan Gang, Ph.D.
Director, National Economic
Research Institute

Pankaj Ghemawat, Ph.D.
Professor, IESE Business School,
University of Navarra

Cher Wang
Chairwoman, HTC Corp.

Richard Adkerson
CEO, Freeport-McMoRan
Copper & Gold Inc.

and many others



CEO Summit: Vision Statement The Future. Redefined.

Developing a Clear Picture of the 21st Century Commercial Environment

In 2011 — post crisis, post recovery, in the wake of recent natural disasters — business and political leaders have an opportunity to reassess the regional and global environment, and establish a clear vision that defines a new model for cooperation in promoting growth and development. How can business drive greater economic integration and trade liberalization and facilitation? How can economies create an environment in which innovation can thrive? How can stakeholders in the region cooperate to address key issues like the region's energy and food security? How can we ensure education, health and mobility of skilled personnel necessary to sustain economic growth? How can we ensure strengthened protection for intellectual property rights vital to the creation of new jobs? How can governments redefine the regulatory environment necessary to promote innovation and sustainable business production? Challenge conventional wisdom. Reevaluate basic

assumptions. This year, organizers are taking a fresh and forward-looking approach to the program. It is the premier event for CEOs from around the Pacific Rim to come together and engage with the major governmental leaders and with one another. The 2011 CEO Summit will start with the premise that we can shape the future collectively — public and private sectors, business and government, 21 economies for the 21st century. We know many of the opportunities, as well as the challenges, we will face. We know to expect the unexpected — “the unknown unknowns”. Together, as business leaders, we will identify the key drivers of future growth and strategies to maximize them, as well as prioritize the obstacles to overcome and develop plans for addressing them, as we move forward in the Pacific Century. The APEC 2011 CEO Summit is designed to establish a clear picture for APEC in the future by eliciting input and direction from business leaders.

**Come to Connect. Come to Engage.
Lead. Listen. And be heard.
Be a part of The Future. Redefined.**

Summit Program

Draft program is subject to change

Thursday, November 10

7:00 – 9:00 **Welcome Reception hosted by the Hawaii APEC Host Committee.**

Friday, November 11

8:00 – 8:20 **Welcome and Opening Ceremony**

8:20 – 8:30 **Opening Remarks**

8:30 – 9:40 **Opening Session: The Future. Redefined.**

How do dramatic regional and global developments in technology, politics and the natural world change the way we prepare for the futures of our societies?
How are companies and policymakers transforming their expectations of the future as Asia-Pacific changes?

9:40 – 10:40 **Globalization: Revisited.**

Is the world truly as globalized as we think? What's next for the global trading system? How do we pursue a global solution and can regional institutions and agreements contribute to furthering a positive direction in the global trade, development and economic architecture?

10:40 – 11:10 *Coffee Break*

11:10 – 12:00 **Seeking Stability in an Unstable World**

The global economy remains unsettled, and financial stability remains a key goal for policymakers. Nevertheless it faces continued challenges from sources of instability in both markets and societies around the world. What are these key sources of instability, and how can economies and investors achieve overcome them and achieve stability in this environment?

12:00 – 12:10 **Future Flash**

"Future Flashes" are sharp, provocative interventions by some of the world's leading thinkers. Speakers are chosen for their combination of communication ability as well as the strength and saliency of their ideas. The aim is to open minds and spur thought.

12:10 – 2:00 *Networking Lunch*

2:00 – 3:15 **Interactive symposia convened concurrently**

1. **Building An Innovation Ecosystem** – What are the best practices for creating a network of innovation, and what advantages and barriers exist in Asia Pacific?
2. **Building Enabling Environments for Industry: Achieving growth, stability and predictability in a dynamic commercial world** – How has Mexico's unilateral approach to reducing regulatory barriers impacted their growth and investment? What holistic systems can economies and companies put in place today to build resilience and flexibility into their economic systems?
3. **Commodities and Risk** – Growth in Asia Pacific means continuing demand and competition for energy, food, and other strategic commodities such as certain minerals. What is needed to secure supply and manage volatility?



Summit Program

Friday, November 11 (continued)

3:15 – 3:45 *Coffee Break*

3:45 – 5:00 **Interactive symposia convened concurrently**

- 1. Investment Frontiers: Where is the Smart Money Going?** – What does the changing shape of Asia mean for investment in Asia Pacific? What barriers to stable investment flows remain? Which criteria matter most for leading investors?
- 2. Cities of the Future** – Megacities in the region promise both better quality of life and greater environmental and resource challenges. Development of new technologies and whole of government approaches will be essential to continued growth and prosperity. What are the most interesting new developments? How can clean tech work together with government policy and smart-city networks to transform urban environments in the region?

5:00 *Networking Break*

7:00 **Taste of America Reception**

Leaders Dinners

9:30 – 11:00 **Nightcap Conversations**

Saturday, November 12

8:00 – 8:45 **APEC Leader Interaction**

8:45 – 9:55 **The 21st Century Workforce. Re-envisioned.**

How can economies best ensure a healthy, motivated and well-educated workforce for 21st Century prosperity? How can the region most effectively develop and use its talent pools?

9:55 – 11:00 **APEC Leader Interaction**

11:00 – 11:30 **Redefining Health: An Economic Asset and Competitive Advantage**

Aging populations and changes in diet and exercise have resulted in an explosion of chronic disease in APEC economies, posing a rising burden on business, society and governments alike. Can these trends be reversed? Can health be redefined as a source of sustainable economic growth and competitive advantage?

11:30 – 11:45 **Future Flash**

11:45 – 12:30 **APEC Leader Interaction**

12:30 – 12:45 **Future Flash**

12:45 – 2:15 *Networking Lunch*

Saturday, November 12 (continued)

2:15 – 3:15	<p>Interactive symposia convened concurrently</p> <ol style="list-style-type: none"> 1. Game-Changing Technologies Redefining the Region – What are the coming technologies that are likely to transform business and markets in Asia Pacific? 2. Societal Shifts. Re-examined. – Changes in demographics, income, and lifestyles are transforming societies in virtually every APEC economy. What will help businesses and governments navigate these shifts? 3. Supply Chains of the Future – How will supply chains adapt to global shifts in production and consumption? What are the new approaches to managing volatility and complexity in the supply chain? How can APEC economies improve their supply chain connectivity?
3:15 – 3:45	<i>Coffee Break</i>
3:45 – 3:55	Future Flash
3:55 – 4:30	<p>2020 Vision: The Future. Redefined.</p> <p>Summarizing the discussion of the past 2 days, what areas are most likely to define the future for the region? How can business and government cooperate to drive these areas and shape the future we desire? What will a truly connected region mean in terms of trade and investment opportunities?</p>
4:30 – 5:20	APEC Leader Interaction
5:20 – 5:35	Closing Ceremonies
7:00	Waikiki Dine Out
9:30 – 11:00	Nightcap Conversations

Sunday, November 13

All Day **Golf Tournament – Kapolei Golf Club**





Venue:

The APEC 2011 CEO Summit will be held at the Sheraton Waikiki. The beachfront hotel is minutes away from the main Waikiki shopping area and provides easy access to the ocean and to the many activities that Honolulu has to offer.

Hotels:

The APEC 2011 CEO Summit hotels are the Sheraton Waikiki and the Royal Hawaiian. Both 5-star properties are located adjacent to each other on the Waikiki beachfront. Rooms can be reserved during the registration process – please visit www.apec2011ceosummit.com for more information.

The Sheraton Waikiki has just completed a major \$188 million renovation, adding two new pools, a new lobby and upgrading a majority of its rooms, 80% of which have ocean front views. The Royal Hawaiian Resort, built in 1927, is a luxury collection hotel that is known for its exclusivity and unrivaled views of Diamond Head, Waikiki Beach and the Pacific.

Golf Tournament:

The APEC 2011 CEO Summit golf tournament will be held at an exclusive Honolulu area course on the morning of Sunday, November 13th. Interested participants can sign up for the shotgun start tournament when they register for the CEO Summit.





Registration:

Attendance at the APEC 2011 CEO Summit is by invitation only. To express interest in attending the Summit please visit

www.apec2011ceosummit.com. Registration closes by October 15, 2011 and space is extremely limited.

Chinese, Spanish, Russian, Japanese and English translation will be provided for all plenaries.

Halal meals will be available at all CEO Summit networking events and receptions.

Registration Fee — Delegates \$3,800 USD, Staff Member \$1,000 USD,
Spouse/Accompanying Person \$750 USD

Benefits — Delegates:

Access to all program sessions

Official documentation including program booklet and list of participants

Access to social events including receptions and networking sessions

Staff Member:

Access to program common areas, break areas, and the staff CEO Summit viewing room as well as social events including receptions and networking sessions

Spouse/Accompanying Person:

Access to all APEC 2011 CEO Summit social functions and Accompanying Persons program which will include tours of Oahu's top attractions



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